

NEWS FROM VERDE-CAL®

First Quarter
2011

Products of **AQUA-AID, INC.**



Miller's Miscellaneous

Happy New Year to all our distributors and customers! It seems that growth and economics are still on everyone's mind already early in this new year. We all agree that it will be some time before this recession is a distant memory. Let's hope for a good year with golf rounds up from last year. And hope for better lawn-care and nursery business as well.

This quarter's newsletter includes articles on our latest Case Study up in Canada. Read this article for the latest on VERDE-

CAL performance in difficult conditions.

Also in this issue: Winter time is a great time to apply VERDE-CAL. There are some key things to know when applying our products in the winter. Points that your customers may like to hear and know.

VERDE-CAL is now on Twitter and Facebook! Read this article to learn more about the advantages of following us via the web.

Salt Damage to turf from Ice Melt products is a reality in a vast

majority of the country. VERDE-CAL G is a great tool to help minimize/eliminate turf damage from ice melt products. Read on for more information.

And lastly, our Product Spotlight! Aqua Maxx. This product has a very strong following, and your customers may like to know more about Aqua Maxx.

Our GIS and upcoming trade show schedules are included in the margins of this newsletter.

Happy New Year to you all! And may the year be good for everyone!



Visit us at booth #2058.

Applying VERDE-CAL in Winter

There are plenty of reasons to consider applying soil amendments in the winter time. Whether it's golf, lawn-care, sports turf, or even nursery application... Soil amending with VERDE-CAL in the winter time can be very beneficial.

To further understand why winter applications are beneficial, it is important to go back a step and remember why amending this time of year is a good idea in the first place.

Reasons such as:

- Getting ready for the spring season
- Time and labor savings

Such benefits as:

- Root growth
- Winter recovery
- Spring green-up
- Winter color
- Drainage
- Spring transition (warm season)
- Seed establishment

The winter time offers more time for needed applications such as VERDE-CAL. The winter season also brings, in the south, the dryer time of year. And calcium is especially critical during dry times with potentially poor irrigation usage.

Winter also brings cooler, wetter than normal (in the cooler climates) colder soil. This means that applications of soil amendments may not always be 100% efficient. Remember, amendments such as regular or hi cal lime must "Oxidize" in the soil to become available to the soil and plant. Without the oxidation, the application has no benefit. Oxidation can take up to three years for typical liming sources to fully release. VERDE-CAL, of course, requires dramatically less time to oxidize due to the thCa™ technology we use. VERDE-CAL will become soluble, even in the winter. Soil temperatures may still pose a problem. Soil temperatures under 50 degrees typically yield very little results of any amendment. This will be somewhat true with VERDE-CAL as well.

Special Interest Articles:

- Miller's Miscellaneous
- VERDE-CAL in Winter
- Tough on Salts
- Salt Damage From Ice Melt
- Facebook and Twitter
- Product Spotlight: Aqua Maxx
- Amendments Help Salty Links

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VERDE-CAL in Winter Continued . . .

The advantage with VERDE-CAL is that it typically will not move in the soil profile in the winter due to the colder temps and "heavier" colder soils. When you finally get a warm up of soil temperatures, you will definitely know where you applied the product. This is what we hear from numerous customers. From Golf to Nursery, the comments are very positive for winter time applications. **The reason why you will see the product application benefit, is due to the fact that it has released fully in the soil.**

Our lawn-care customers especially comment on how well winter time applications work for their businesses. These businesses usually have more time in the winter to apply VERDE-CAL, and it provides a profit center for their business during a slow time of year. Golf and other applications see a benefit as well. Many say it saves them a step in the spring when the course is busy prepping for early spring play.

Winter time is still a great time to think amendments.

VERDE-CAL products can always be applied during the winter. Lime or gypsum can't be due to the need to incorporate lime and/or gypsum and due to oxidation.

Keep the best plant conditions with VERDE-CAL.

"The Taxpayer: That's someone who works for the Federal Government, but doesn't have to take the Civil Servants Test."

Ronald Reagan

VERDE-CAL G - Tough on Salts

Steve Taylor had seen his fair share of bad soils and sodium-induced plant wilt in his travels through Alberta and Saskatchewan. He thought when he accepted the job at Alberta Beach Golf Resort he had left behind his greatest challenge in Rosetown and Biggar, two of Saskatchewan's most notoriously toughest courses for growing grass. And then came the spring of 2010 at Alberta Beach.

"My initial impression after removing the snow was that of shock," recalls Taylor of this past spring. "I had never seen damage that severe before. I figure it was going to be a long season."

Alberta Beach had six temporary greens all of 2009. By the spring

of 2010, many greens were covered in algae, others severely desiccated. It was far from an ideal start. He immediately wanted to do some up-to-date soil tests. After getting the soil test results back from Soil First it was clear there was sodium-induced wilt that had led to the current state of conditions. Over 50 % sodium on his paste extracts and over 8% on the soil reports, he knew it would take extreme measures to counteract the sodium challenges he was facing.

So Taylor put in place a very similar program to what he had used at Rosetown with success. In addition to N-P-K he began using VERDE-CAL G, and lots of it.

The program is designed to displace sodium off the colloid

with heavy rates of VERDE-CAL G, a highly-available calcium product that uses thCa™ acid to be four times more available than traditional granular calcium sources. Utilizing some spring-green up covers and quick-release N, the results were astounding. By July, Taylor had the greens in virtually mid-summer condition.

"Looking back at the spring pictures, I am pleasantly surprised at how fast things turned around for us. We were able to bring all the greens back by the first week in July which by far surpassed our initial goal to get the greens back in playing condition by the end of the season."

"The reasonable man adapts himself to the world; the unreasonable man persists in trying to adapt the world to himself. Therefore, all progress depends on the unreasonable man?"

G. Bernard Shaw

Tough on Salts Continued . . .

The course steadily improved throughout the year under Taylor's guidance. And when fall time came Taylor was excited to see what kind of gains had been made in his soils from his aggressive VERDE-CAL G program.

He was not disappointed.

"After seeing the soil reports from the beginning of the season to the end I was astonished. The VERDE-CAL products exceeded my expectations; we were able to lower pH in the soil by over 1.5! Without this drastic change I don't believe we would have seen the same success this season."

The results were incredible. pH's reduced from over 9 to the 7.5 range. Soluble sodium dropped from 50-60% on the paste report to between 15-30%. And on the soil report from above 8%, down to 3 - 4%. While he will continue to battle sodium, it is now manageable, making for happy members and a happy owner at Alberta Beach Golf Resort. It also means, hopefully, a much more enjoyable start for Taylor and his staff in 2011. This is something he doesn't take for granted.

"Without the crew I had this season, none of this would have been possible. From day one, everyone was on board to do whatever it took to restore the condition of the course."

Mission accomplished.



Spring 2010



Summer 2010

"The hardest tumble a man can make, is to fall over his own bluff."
Ambrose Bierce

Many strokes overthrow the tallest Oaks.

John Lyly

Salt Damage from Ice Melt!!! Our Best Kept Secret

If you have a customer that has to deal with salt damage due to the application of de-icing products used during the winter... We have a great suggestion for you to offer them! VERDE-CAL G for years now has been working great to reduce or even eliminate the damage to turf from the high salt concentration of ice melt products. There is

nothing on the label currently (we are working on this) that states how to use VERDE-CAL G for this purpose. However, end user customers state that 10 to 20 pounds of VERDE-CAL G per 1000 sq ft does wonders to prevent salt damage to adjacent turf grass areas next to drives or walk ways. What we believe

is the best application is as follows:

Apply VERDE-CAL G from 10 to 20 lbs per 1000 sq ft to the "known" or "historically bad" areas of salt damage prior to salt application. Upon snow melt this coming spring, apply again. Use drop spreader or rotary where applicable. The results are fantastic!

Visit us at the Golf Industry Show in Orlando, Florida on February 9th and 10th at booth #2058

*"The book you don't read won't help."
Jim Rohn*

Follow us on Facebook and Twitter! by Bo Phillips

Stay in touch with AQUA-AID! Become a fan on Facebook www.facebook.com/aquaid or follow us on twitter www.twitter.com/AquaAid4U.

Anyone can ask a question, post their thoughts, see literature, show schedules, see FAQs, post pictures, see specials and more. So let us hear what you have to say...

You don't need me to tell you that social media is BOOMING, just look around. You can hardly find a commercial on TV or just any printed advertisement that doesn't have an f icon or a t icon somewhere in it or on it. Facebook alone has over 500 million account users. I'm not sure but I think it's a bit bigger than a trend. I think it's here to stay for a while, and with all the Blackberry, iPhone, Android, and other smartphones, everything, including your social network is at your fingertips.

I keep asking myself "WHY" are Facebook, Twitter, and all the other social networks so successful and addictive. I think it comes down to the way the human mind is hardwired to always want to know what is going on beyond our own little bubble. I read somewhere that it's called "ambient awareness". It's when you want to be around and know what is going on but not be involved unless you want to be. Very similar to eavesdropping on a conversation that you find interesting, you listen just to listen.

Now Facebook and Twitter are somewhat alike. I have accounts with both but use Facebook more than Twitter because it has more features.



Facebook allows you to become friends (or not), and then you can post your status within your list of friends to let everyone know what's on your mind. It can be as simple as "drinking coffee, waiting for the frost delay to try to mow greens". Or, the way I like to use it a lot is to post a question to your list of friends (who better to trust than you friends, right). If your greens are burning up, POST IT, let others know! If you found a solution to a problem that others are facing, POST IT! Other features allow you to post and share photos. Let's say you have a "weird patch" disease going on that you're just not sure about, POST IT! Others in your group may be able to help out.



Twitter is another social network that allows you to follow friends, family, celebrities, and businesses without as many bells and whistles as Facebook. The cool part about Twitter is that you can only post a message up to 140 characters. This keeps rambling to a minimum, and creates focused, on point messages for the most part. There is a bit of abbreviation lingo that comes into play by shortening the size of the message. I also think that unless you're a teenager you can't keep up with all of them. Twitter to me is a glorified supped-up text message.

I know that all of these things may be for the younger crowd but we just want to stay involved in a "tech-savvy" kind of way. But if you do find yourself creating a fb or tw account, come "follow" us on Twitter, or "like" our Facebook page, or even "friend" us. We'll "confirm" and "follow" you back.

*"Don't let what you cannot do interfere with what you can do."
John Wooden*

Product Spotlight: Aqua Maxx!

Rooting and water control are, simply put, always on the minds of turf managers. If you were to ask an Aqua Maxx user what they like best about the product, they would state the following points:

- Pellets last forever
- Low use rates in liquid version
- Low cost per acre
- Guaranteed
- Never have a complaint
- Knits sod fast
- It works!

Most would also tell you that this is a product that everyone needs to have on their shelf!

When laying sod, it is a must. Getting seed established, it is a

must. Establishing greens, it is a must!

The best of all worlds.

Aqua Maxx includes a powerful high end Kelp additive plus soil penetration with Aqua-Aid.

Available in 8 oz pellets or liquid. Pellets are designed to last longer and are 100% active ingredient. No fillers beyond the kelp and surfactant. Most turf managers will tell you that the pellets cost them about .90 cents to \$1.00 per 1000 sq ft to use.

Liquid rates are 3 oz. per 1000 sq ft. or one gallon per acre. This makes Aqua Maxx very cost effective and user friendly. Cost

per application is far better vs. many other high end similar products.

Recently Aqua Maxx was used to grow in a Paspalum renovated golf course. The superintendent was very pleased with the results, stating: "The sod knitted in four days. We were cutting water back immediately. Sprigs tacked down and water usage was reduced in 50% less time than we expected.

You can ask any of the VERDE-CAL or AQUA-AID distributors about Aqua Maxx. Give it a try this spring and experience the same great results that so many other turf managers have experienced.

If you need more literature, please request some to be mailed to you by contacting one of the following:

maryanne@aquaaid.com
scott@aquaaid.com

Specify how much you need and where to mail it to.

Amendments Help Salty Links by Marcia Passos Duffy and Jim Miller

Excerpt from: **Meeting the Challenges of Links Courses**

Wind, salt and water issues

by Marcia Passos Duffy

Superintendent, November 2010

When a golf course is located on the coast, it is strikingly beautiful and dramatic, but it comes at a price: low water quality and salt water intrusion, says Jim Miller, product manager for AQUA-AID, Inc. (www.aquaaid.com) which manufactures soil surfactants, biosurfactants and wetting agents for the green industry.

Miller says that both these problems can be addressed using a combination of salt-tolerant turf species, such as the seashore paspalum, but even tough species of paspalum have their limits. "It will thrive in poor conditions and provides a very good playing surface, but still needs to be treated for salt-related problems," says Miller.

Amending the soil is critical if superintendents of ocean-side courses are going to nip the salt issue in the bud, says Miller.

Traditionally, gypsum had been used to treat

golf courses with high sodium content (1 ton per acre); to work, gypsum had to be incorporated (6 or 7 inches deep) into the soil profile. "For many decades, [gypsum] along with a good rainfall, have been the only options to deal with difficult soil problems," says Miller.

However, calcium sulfate amendments are now available, such as AQUA-AID's VERDE-CAL G, that doesn't require surface disturbance, and will help the soil regain water and oxygen balance. "The result is green up and longevity of sodium and salt control," says Miller. Rates for VERDE-CAL G start at 5 pounds per 1,000 square feet, but for problematic soils, rates of 10 pounds per 1,000 square feet are required. The company also has products to address poor water quality. Acidiphly can be used in combination with its calcium product for tough water and soil problems.

Visit <http://www.superintendentmagazine.com/article.php?id=6114> to read the entire article.

**FEED THE SOIL AND THE SOIL
WILL FEED THE PLANT.**



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